

Connecticut Health Insurance Exchange Consumer Outreach Forum

Agent/Broker Group Discussion Guide

Session Introduction:

The following set of questions provides a glimpse of the insight and information that we'll be seeking to learn what is truly important to you and the company/brand and the interests that you have in relationship to the needs, expectations and desires for the Exchange. The discussion is not solely limited to only these questions. Forum discussions are dynamic and allow for Mintz & Hoke strategic influences to probe on specific points and subjects that occur throughout the session. These Forum discussions allow Mintz & Hoke to reach out to a wide range of audiences as one of the initial key steps in a series of audience engagements geared toward helping set the framework of the Connecticut Health Insurance Exchange development.

Consumer Perceptions:

Given your experiences dealing with individuals and small employer groups, what do you think are the prevailing current attitudes about the healthcare industry from an overall perspective?

What are consumers' current opinions about their ability to access healthcare today? How will that change with the new Connecticut Health Insurance Exchange? What hopes are they expressing about the potential value to their individual interests coming out of the ACA act?

How much awareness and conversation are you seeing in your selling efforts about the Connecticut Health Insurance Exchange? What types of questions, if any, are your customers asking you? What questions do you anticipate being asked as the Connecticut Health Insurance Exchange gets closer to being a reality in 2014?

What will be the most prevalent consumer barriers and obstacles that will have to be overcome in a health insurance exchange consumer outreach program?

What does the Connecticut Health Insurance Exchange need to accomplish to be effective from a consumer outreach perspective? What are the most important consumer outreach mandates?

Consumer Outreach Communications Dynamics:

What do you think are the greatest challenges the Connecticut Health Insurance Exchange faces in consumer outreach efforts?

From your own individual selling/promotional perspective, how should the Connecticut Health Insurance Exchange brand be communicated? What would be the ideal conduit that makes a connection with agents and brokers? What should the positioning be for the Connecticut Health Insurance Exchange? How can it sync with your own individual firm's positioning?

How would you develop and design a communications program to launch the Connecticut Health Insurance Exchange brand? What communications elements (TV, radio, newspaper, Internet) would be part of the mix?

What role do you see yourself/your firm playing in the communications and marketing of the Connecticut Health Insurance Exchange? How would your firm's individual communications and marketing programs align with those of the Connecticut Health Insurance Exchange?

Focusing Consumer Outreach Messages:

What types of message appeals do you think will be the most effective in reaching the audience segments that the Connecticut Health Insurance Exchange is aimed at? What messages should we stay away from? How would you address the need for reaching different cultural and geographically diverse audiences?

What tone and personality should the Connecticut Health Insurance Exchange exude in communications? How does the Connecticut Health Insurance Exchange need to connect with consumers on an emotional level?

What reaction would you want consumers to come away with after being exposed to Connecticut Health Insurance Exchange consumer outreach messages?

What is the one single-minded message that needs to be articulated about the Connecticut Health Insurance Exchange? What would you want the halo to be for your business? How can you benefit from Connecticut Health Insurance Exchange consumer outreach? In your mind, what is the applicability?

Outcomes/Metrics:

How would you define the success of a Connecticut Health Insurance Exchange consumer outreach program? What would it look like?

What metrics are most beneficial to your firm? How do you envision the Connecticut Health Insurance Exchange benefiting your business?